

# ROYAL COLLEGE OF PHYSICIANS OF EDINBURGH

## JOB DESCRIPTION

### SECTION 1: HEADINGS

**JOB TITLE:** GRAPHIC DESIGNER (MATERNITY COVER)  
**LOCATION:** RCPE, EDINBURGH  
**REPORTS TO:** HEAD OF EXTERNAL RELATIONS & POLICY  
**HOURS:** 35 HOURS PER WEEK  
**DATE:** JULY 2016 – JULY 2017

### SECTION 2: JOB PURPOSE

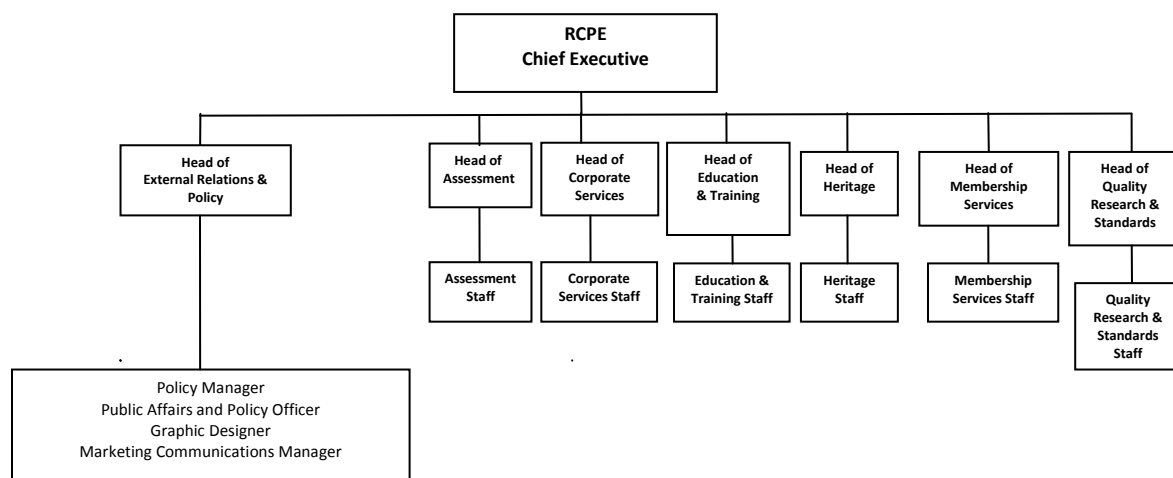
To design and produce RCPE marketing and communications materials and publications in a wide range of media.

To provide relevant technical/material support for other teams and individuals within the RCPE producing communications materials.

To collaborate with the Head of External Relations & Policy and the Marketing and Communications Manager in the development of the design and communications strategy.

To provide support to the Senior Production Editor of the RCPE Journal with typesetting and design of documents and technical support as required.

### SECTION 3: ORGANISATION CHART



#### SECTION 4: DIMENSIONS

Specific products/services:

- Creative design and origination, on an ongoing basis, of a wide range of marketing and communications materials in a variety of media including – **print**: brochures, policy documents, adverts, posters, flyers, banner stands, stationery; **digital**: RCPE websites, HTML e-mails, social media content & graphics, webverts, plasma screens, newsletters; **multimedia**: development of PowerPoint slides and short videos or podcasts for web and other broadcast (possibly involving external consultancy support)
- Typesetting and design of documents and technical support for the JRCPE, as required
- Providing design support for the College's ER&P, Membership, Events, Heritage, and Education departments – as requested by HoDs and other colleagues - as well as other ad hoc support as required on College wide materials and collaborative events.

#### SECTION 5: MAIN RESPONSIBILITIES

To provide creative design support for the production of marketing and communications materials in a variety of media across the College. This includes -

**Print**: brochures, documents, adverts, posters, flyers, banner stands, stationery

**Digital**: websites, HTML alerts, social media content and graphics, newsletters, webverts

**Multimedia**: development of PowerPoint slides, short videos and podcasts for web and other broadcast (possibly involving external consultancy support)

To help plan the best ways to reach our target audiences through print and digital design.

Creative design elements will include meeting with client Departments, understanding their needs, agreeing design briefs (in collaboration with the Marketing & Communications Manager), horizon scanning in order to ensure designs produced are contemporary and retain a competitive edge, interpreting design requirements by originating and developing design concepts, liaising with the Marketing & Communications Manager to ensure designs support strategic objectives and are in keeping with the ongoing development of a stronger RCPE brand identity, and refining designs through to final design stage and production ready format.

To oversee some projects from design conception to delivery and ensure best value for money and operating within financial parameters agreed by the Head External Relations & Policy and Marketing & Communications Manager.

To provide technical support and advice to ensure quality control for the technical aspects of all published output (i.e. quality of images, final checking of technical requirements before sending publications to print, technical trouble-shooting, provision of high-resolution PDFs suitable for print and overseeing technical transfer of digital files to printer, preparation of material for digital publication/website(s), identification and indexing).

To be a Brand Ambassador advising colleagues on the design and production of materials for print and online in line with the Brand Guidelines.

To work on brand development for individual events and series of events with appropriate reference to the College's Brand Guidelines.

To liaise with the IT Team and external consultants in relation to online output.

To contribute to the development of quality assurance procedures for all aspects of the department's production process.

#### **SECTION 6: PLANNING AND ORGANISING**

Work streams are a mixture of self-generating and directed from the Head of External Relations & Policy, other Heads of Department/Team Leaders, and the Marketing & Communications Manager.

Plan and organise own workload, with some consultation with the Marketing & Communications Manager and in agreement with the Head of External Relations and Policy to ensure that key departmental priorities are delivered.

Timescale of planning depends on the nature of the project – some tasks are annual; some can be planned months in advance, while others are unplanned but urgent and need to be dealt with within short timescales.

#### **SECTION 7: DECISION MAKING**

Determine the level of original design work to be undertaken.

Prioritise own workload in consultation with the Marketing & Communications Manager and in agreement with the Head of External Relations and Policy.

Identify and advise on most appropriate technical specifications for published output including resolution of technical problems.

Liaise with printers and web developers and advise on the balance between cost and print quality during print tendering exercises to ensure the chosen printer represents the best value for money.

Advise on advantages/disadvantages of different tools when buying or upgrading relevant software.

#### **SECTION 8: INTERNAL AND EXTERNAL RELATIONSHIPS**

##### **Internal**

Head of External Relations & Policy (to agree operational parameters)  
Other Heads of Department  
Marketing & Communications Manager  
Senior Production Editor  
IT/Website Support Officer  
Other College employees

##### **External**

Suppliers – printers, web developers, other multimedia suppliers such as photographers, AV suppliers, video producers, external consultants, etc.

## **SECTION 9: KNOWLEDGE, SKILLS AND EXPERIENCE NEEDED**

### ***Essential:***

Educated to degree or postgraduate level in publishing and/or creative design.

Demonstrable, multi-media (print, digital and presentation media) creative design skills.

Experience of journal/magazine publishing in print and online.

Ability to design and artwork a wide range of ideas and concepts.

Creative art working and design experience (agency or in-house).

Ability to apply and work within the new brand guidelines.

Expert knowledge of relevant software including Adobe Creative Suite (particularly Illustrator, In Design and Photoshop); other design and multimedia/presentation software such as PowerPoint/Keynote.

Excellent knowledge of Acrobat and MS Office suite.

Thorough knowledge of digital design (e.g. Dreamweaver, HTML, CSS) and understanding of accessible/responsive design.

Strong typography and layout skills.

Thorough knowledge of web content management systems.

Understanding and knowledge of the internet and online publishing.

Experience in developing/contributing to communications & design strategy and a demonstrable understanding of design for marketing and communications.

Attention to detail and accuracy.

Effective time and project management skills.

Excellent team player and self-starter.

Excellent organisational skills with a demonstrable record in meeting deadlines and using own initiative to overcome challenges.

Ability to communicate clearly, verbally and in writing, with a wide range of contacts.

Experience of establishing and maintaining project management systems.

Thorough and up-to-date knowledge of production, print and pre-press procedures.

### ***Desirable:***

Knowledge of multimedia packages software such as AfterEffects, Camtasia and plasma publishing systems such as OneLan.

A background working for a membership organisation, education provider or conferencing business.

Relevant product and sector knowledge.

Experience of, or interest in, the health sector in Scotland.

**SECTION 10: JOB CONTEXT AND SPECIAL FEATURES**

This role calls for a wide skills set (design, production and editorial) in order to support our evolving marketing function and quality-assure the RCPE's core communications programme. A high degree of creativity is essential. It also includes a developmental component, such as piloting the delivery of new formats of material, potentially in liaison with external consultants.

**SECTION 11: VERIFICATION**

**We are satisfied that the contents of this document convey an accurate description of this post.**

**JOB HOLDER:** \_\_\_\_\_

**DATE:** \_\_\_\_\_

**LINE MANAGER:** \_\_\_\_\_

**DATE:** \_\_\_\_\_